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## CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 7 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-872-9306 (Central number) on the below date:

Date: October 5, 2004 Name: John G. Rauch

Signature: 
**BRINKS  
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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Darren J. Davis et al.

Appln. No.: 09/911,674

Filed: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH ENGINE

Attorney Docket No: 9623/334

Examiner: Nguyen, Cuong

Art Unit: 3625

Mail Stop Non-Fee Amendment  
 Commissioner for Patents  
 P. O. Box 1450  
 Alexandria, VA 22313-1450  
 Sir:

**TRANSMITTAL**

## Attached is/are:

- Response to Notice of Non-Compliant Amendment  
 Return Receipt Postcard

## Fee calculation:

- No additional fee is required.  
 Small Entity.  
 An extension fee in an amount of \$ \_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).  
 A petition or processing fee in an amount of \$ \_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_\_\_).  
 An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment	Minus	Highest No. Previously Paid For	Present Extra	Small Entity		Not a Small Entity		
					Rate	Add'l Fee	or	Rate	
Total	20	Minus	67	0	x \$9=			x \$18=	0
Indep.	2	Minus	9	0	x 43=			x \$86=	0
First Presentation of Multiple Dep. Claim					+\$145=			+\$290=	
					Total	\$		Total	\$0

## Fee payment:

- A check in the amount of \$ \_\_\_\_\_ to cover the above-identified fee(s) is enclosed.  
 Please charge Deposit Account No. 23-1925 in the amount of \$ \_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.  
 The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

  
 John G. Rauch (Reg. No. 37,218)

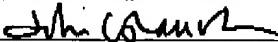
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I hereby certify that this correspondence, totaling 7 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-672-9306 (Central number) on the below date:

Date: October 5, 2004 Name: John G. Rauch Signature: 

Our Case No. 9623/334

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
Darren J. Davis et al.	)	
Serial No. 09/911,674	)	Examiner: Nguyen, Cuong H.
Filing Date: July 24, 2001	)	Group Art Unit No. 3625
For SYSTEM AND METHOD FOR	)	
INFLUENCING A POSITION ON A	)	
SEARCH RESULT LIST	)	
GENERATED BY A COMPUTER	)	
NETWORK SEARCH ENGINE	)	

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Notice of Non-Compliant Amendment dated September 14, 2004, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.